

ABSTRACT

Stereotypes are present in our day to day lives as microaggressions towards people of different diversity subgroups. These stereotypes are toxic to the workplace in any industry, but especially in the hospitality industry. In a business that revolves around global travel, it's imperative that stereotypes do not have a place in the day-to-day operations. Hospitality is an industry in which having an open mindset and welcoming people who are different from you needs to be the standard. People are not defined by titles or skin color, they deserve the chance to define themselves.

INTRODUCTION

Across the globe, people of various ethnicities, genders, and other diversity subgroups are expected to work together to achieve some common goal. With racism and discrimination constantly proving to be a present force, stereotypes stem from negative connotations with working with these diverse subgroups. A stereotype is an over-generalized belief about a particular category of people. Some examples of stereotypes pertain to ethnicity, gender, appearance, sexual orientation, and age.

METHOD

In the hospitality industry stereotypes can prove to be toxic towards the morale of employees and guests. This toxic workplace environment not only effects the employees and guests but also effects the overall success of the business. In an industry in which travel and globalization are the center piece towards success, its imperative that acceptance and cooperation among diverse employees is common practice. While an employee's at work, fear of discrimination can create a lower standard of work performance rather than performing job tasks without the stress of judgement and prejudice from coworkers.

Stereotypes within the Hospitality Industry

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RESULTS

Imposing false accusations about a colleague based upon their race, sexual orientation, gender, appearance, age, religion, social class, geographic location, occupation, disabilities, or other traits that differentiate their lives from yours classifies as discrimination and prejudice. These are qualities that can create uncomfortable situations in the workplace, and can hinder the production of employees that are affected by the discrimination.

For example, if Kevin, the CEO of SFA Hotels is hiring a new assistant and has to pick between Russel and Karen, it would be important that Kevin weighs his options and does not take their gender into consideration when choosing the best candidate. Kevin needs to determine who is the most qualified based on education, experience, and overall demeanor towards colleagues. If he were to use their genders as a tool of judgement, this would be unethical.

The results of stereotypes in the hospitality workplace, whether positive or negative, can impact the balance of comradery and independence when employees are performing daily tasks. If attitude and overall employee happiness is down due to a poor work environment, the business is bound to see a period of decreased patronage. Guests can tell if an employee enjoys their jobs, and in an industry in which the guest perceptive is the key to success, businesses cannot afford any hiccups.

With civil rights and strong feminist movements becoming a front-page event in today's society, it is an important quality to look for companies that value equality and discourage stereotyping among their employees. Companies that promote and support a strong diverse workplace will see a correlating increase in employee satisfaction, and in relation guest satisfaction. The turnover rates in the hospitality industry are extremely high as they are, and to avoid having a high turnover rate, it is important to make every employee feel valued and welcomed every day at work. When working in an industry that revolves around working in tandem with individuals from around the world, there is no room for racism and prejudice, and therefore, no room for toxic stereotypes that encourages these behaviors.

CONCLUSION

In our society, it has become a norm for people to joke about those who are different from them. This behavior is encouraged by popular media platforms such as television, films, and social media. Falling into this rabbit hole of stereotypes puts groups of people into bubbles that they cannot pop. It's important that our society learns how to avoid negative connotations towards others that are different from us. It is important that our society gains the opportunity to be educated in diversity awareness to avoid having a closed mindset towards working in tandem with those who are different from them. A person should be able to find their own path towards their happiness, and not face obstacles that are placed in front of them by opposing groups. In regards to the hospitality industry, stereotypes have no room in the work environment, and everybody should feel comfortable with themselves and with others.

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